

**Amendments to the Claims:**

No changes are made to the claims, and this listing of claims is therefore presented as a courtesy:

**Listing of Claims:**

1.-29. (Canceled)

30. (Previously Presented) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving a request to receive a selected media program from a wireless handset in the cell site coverage area;

establishing a wireless channel upon which to broadcast the selected media program in the cell site coverage area;

broadcasting the selected media program to the wireless handset over the wireless channel as a one-way phone call having no return audio path; and

establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the wireless headset.

31. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

32. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a pre-recorded media program.

33. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a real-time transmission.

34. (Previously Presented) The method as recited in claim 30, wherein the selected media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

35.-39. (Canceled)

40. (Previously Presented) A system for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the system comprising:

a source provider configured to receive a transmission of a media program from at least one media program provider, the source provider being further operative to broadcast the selected media program to a wireless handset via a wireless channel; and

a wireless network configured to broadcast the selected media program from the source provider to the wireless handset;

wherein the source provider is further configured to:

in response to a request for a requested media program, establish a wireless channel upon which to broadcast the requested media program in the cell site coverage area;

broadcast the requested media program to the wireless handset over the wireless channel as a one-way phone call having no return audio path; and

establish a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the wireless headset.

41. – 43. (Canceled)

44. (Previously Presented) The system as recited in claim 40, wherein the source provider is the wireless network.

45. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a pre-recorded media program.

46. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a real-time transmission.

47. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: a cable program, a television program, a satellite program, and a radio program.

48. (Previously Presented) The system as recited in claim 40, wherein the requested media program comprises a selection from a group consisting of: audio program, video program, and data transmission.

49. (Previously Presented) The system as recited in claim 40, wherein a wireless network communication scheme comprises a selection from a group consisting of: TDMA, FDMA, and CDMA.